

Early Open Government Metrics and Observations

Tim Evans

Social Security Administration
Co-Chair, Federal Metrics Sub-Council
tim.evans@ssa.gov

Open Government Directive: Goals

(Issued 12/8/2009)

- Publish Government Information Online
- Improve the Quality of Government Information
- Create and Institutionalize a Culture of Open Government
- Create an Enabling Policy Framework for Open Government

[http://www.whitehouse.gov/open/documents/
open-government-directive](http://www.whitehouse.gov/open/documents/open-government-directive)

Open Government Directive: Specifics

- Publish high-value datasets (1/22/10) at data.gov
- Agency Open Government web pages:
www.agency.gov/open (by 2/6/10)
- Formulate Open Government Plan (Feb-Apr), focusing on
 - Transparency
 - Collaboration
 - Participation
 - Flagship Initiatives
 - Public and Agency involvement
- Publish Plan by 4/7/10 and take public and employee comment; modify Plan as appropriate



The Open Government Initiative

TRANSPARENCY * PARTICIPATION * COLLABORATION

www.socialsecurity.gov

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HTML version

We want to thank everyone for contributing to our Open Government Plan. Your input has been invaluable in the development of our plan.

We are still working to refine the plan and we're looking for your help. We will be accepting feedback through May 19, 2010. At that time, we will review suggestions and comments, make any appropriate adjustments, and publish our final plan on this web page. We look forward to continuing our Open Government dialogue with you!



Open Government
Transparency • Participation • Collaboration
www.socialsecurity.gov/open

Open Government Initiative

OPEN GOV

WHITEHOUSE.GOV/OPEN

Data.gov

Freedom of Information Act (FOIA)

Evaluating our progress

How we're organized

Open Government Blog

More...

Datasets & Reports

Statistics & Research

Policies & Procedures

News and Updates

Claims Related Information

Open Government Initiative

Receive updates by email



socialsecurity.gov/open/
Overall Numbers—All Pages
April 7-21

Visits (All pages)— Overall Site Rank, 70th	Page Views (all pages)	% of All Site Visits (5,712,492)	% of all Site Page Views (23,929,473)
25,186	72,595	0.44	0.30

Socialsecurity.gov/open/ (Home Page Only) April 7-22

Total Site Entries on /open— Overall Site Rank: 23	Single-Page Visits (Bounces) to /open	Bounce Rate (%)—Single-Page Visits / Entries	Overall Site Bounce Rate (%)
22,347	4,140	18.5	34.5

So, What do we Want to Know?

- **Are citizens reading** our Open Government Plan?
- Are citizens **getting from the Open Government home page to our *IdeaScale* public-comment site** to read or submit Ideas/Comments, and vote?
- **What are Citizens telling us** about our Plan?

Citizens' Views of the Plan

Version	Views and Downloads	% of Total Page Views
HTML	1,175	1.6
PDF	29,186	40.2

Who's Referring Citizens to SSA Open Government Pages?

- Vast majority (~74%) of referrals come from **other socialsecurity.gov pages**
- Nearly 1 in 4 were **Direct** (used bookmark or entered URL in browser)
- **whitehouse.gov** distant 4th at 0.28 percent
- All search engine referrals **combined** very low at ~0.5%; these are new pages; **need for SEO** to enhance search success



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Links to Plan



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Share Your Ideas

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To IdeaScale

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Getting Public Comments on Plan

Leaving Social Security Online - Mozilla Firefox

http://mwww.ba.ssa.gov/open/exit2.htm

Most Visited Getting Started Come-Here News - Ad... Latest Headlines http://www.ideascale...

SquirrelMail 1.4.19 Come-Here News Google Reader (2) OpenSocialSecurity - by Idea... Leaving Social Security O...

 **The Open Government Initiative**
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LEAVING SOCIALSECURITY.GOV--TO SUBMIT YOUR IDEAS

You are about to leave the Social Security Administration (SSA) website. The button below will forward you to opensocialsecurity.ideascale.com, where you can post your comments and ideas regarding our open government plans.

IdeaScale is providing hosting services for this discussion forum under an agreement with Social Security Administration. We do not endorse any non-government websites, companies, or applications. The website does not follow the same privacy, security, or accessibility policies of SSA. IdeaScale's policies apply to your visit to the IdeaScale website. For example, while we do not use persistent or third-party cookies, IdeaScale does use this technology for the purpose of maintaining your log-in information for future visits. For more information on cookies and our policies in regards to cookies, please review our [privacy policy](#) for this citizen engagement.

If you prefer not to use IdeaScale, we are providing an [alternate method](#).

Ground Rules

The purpose of Open Social Security is to create an ongoing dialogue on transparency, participation, collaboration, and innovation at Social Security. We also want to hear from you on how you think we could improve our Open Government Plan which is now under development. Your comments are important to us and we encourage your ideas. In order to foster a productive dialogue, we ask that you follow our posting ground rules.

Social Security benefit inquiries/comments should not be submitted. We ask that you submit your questions through normal SSA channels (see [Contact Us](#)). Any posts with benefit inquiries/comments will not be responded to and will be removed from the forum; such posts do not protect benefit filing.

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Last reviewed or modified Wednesday, Apr 14, 2010

Done

opensocialsecurity.ideascale.com


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**SHARE.
DISCUSS.
VOTE.**

Give us *your* ideas on how we can refine our Open Government Plan.

[Share an Idea](#) [Discuss & Vote on Ideas](#)

New Idea


Categories

- All (49)
- 1. Increase Transparency
 - Data Availability, Information Quality, Accountability... (19)
- 2. Participation and Collaboration
 - Public Feedback & Involvement, Tools & Strategies... (12)
- 3. Flagship Initiatives
 - Working Together:


« Back To OpenSocialSecurity

All Ideas

[Recent \(49\)](#) [Top Rated \(49\)](#)

 I Agree

1

 I Disagree

Better presentation of info to a wide variety of people

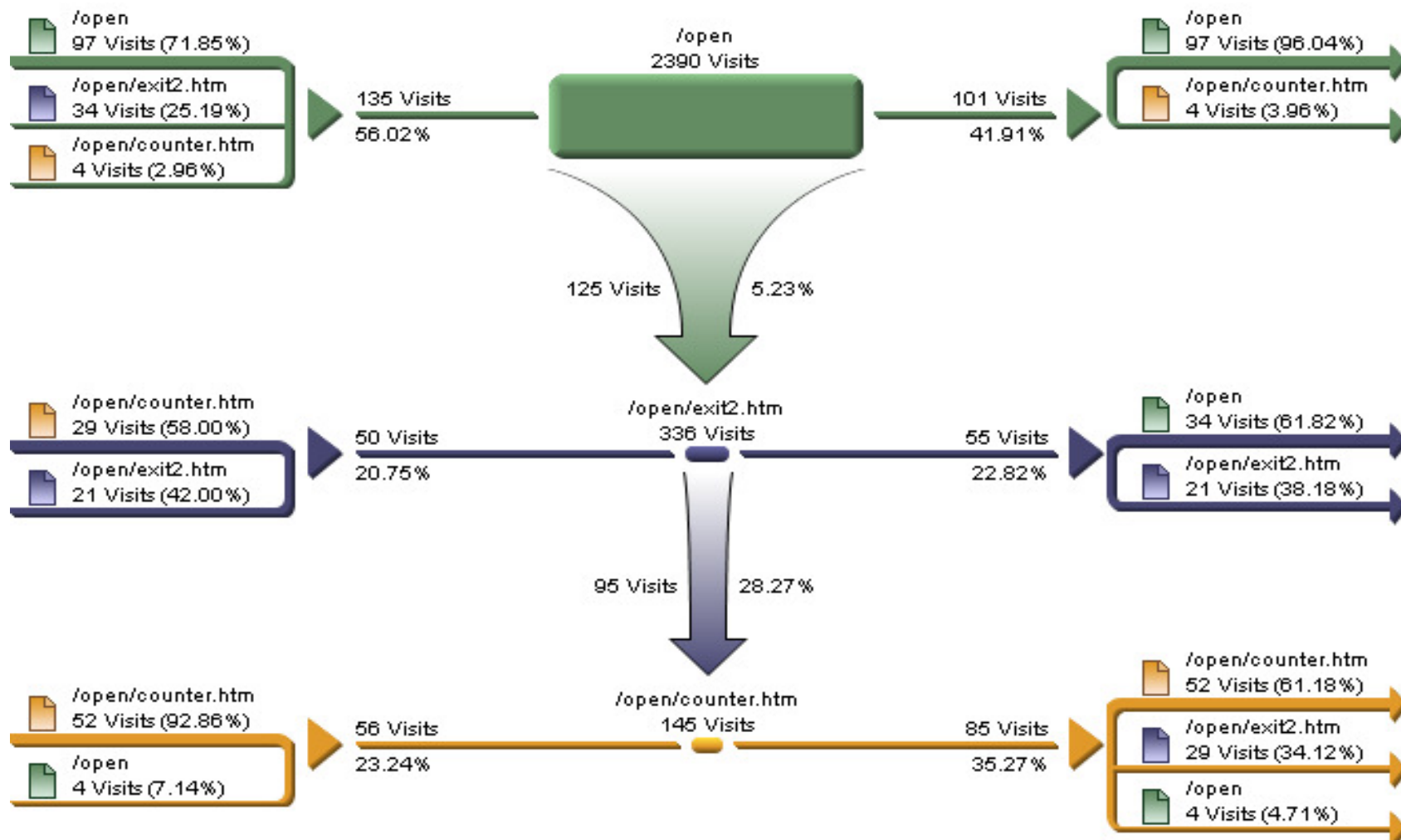
bagpig

Whether it's the website, pamphlets, advertising, or even verbal explanations, there needs to be information tailored to different types of people. For so many, our information is overkill, giving them the perception that we are trying to snow them. Many others are seeking information and seem to always be missing the last 5% of the answer to their question. These folks get the impression that we are hiding something. When it comes to facts and laws, quality is as important as quantity. We need to tailor things to millions of individuals not one large group.

Comments (0) | [Data Availability, Information Quality, Accountability...](#)

Done

Scenario (Conversion) Analysis: Initial



Scenario (Conversion) Analysis: Initial

Scenario Analysis Step	Conversion Rate (%)	% of Previous Step
/open.htm	-	-
/open/exit2.htm	14.1	14.1
/open/counter.htm	6.1	43.1

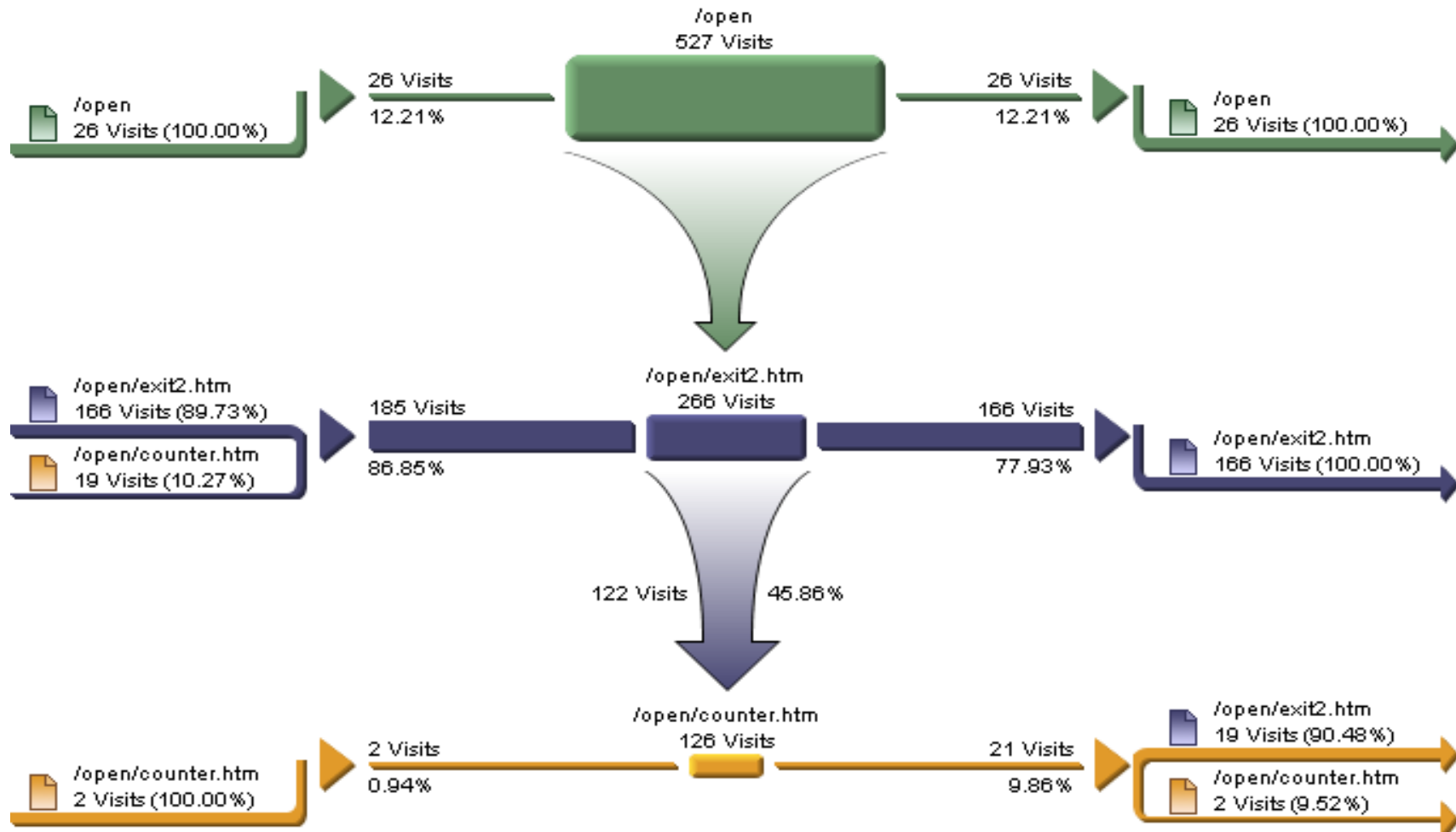
Home Page Modifications to Improve Conversion

- Links to Open Government Plan changed to **open the Plan in a new browser window/tab**
- Keeps the Plan open while visitors navigate to *IdeaScale* (via the same intermediate page)

Plan Opens in New Window, Keeping Home Page Visible



Scenario (Conversion) Analysis: Modified



Scenario (Conversion) Analysis: Modified

Scenario Analysis Step	Conversion Rate (%)	% of Previous Step
/open.htm	-	-
/open/exit2.htm	50.5	50.5
/open/counter.htm	23.9	47.4

IdeaScale: Top Level Numbers

Metric	Total
Ideas Posted	49
Comments Posted	132
Net Votes on Posted Ideas	622
Users	136
Off-Topic Ideas Posted	42

IdeaScale: Some Details

Idea Community	Total Ideas Posted
Increase Transparency: Data Availability, Information Quality, Accountability	19
Participation & Collaboration: Public Feedback & Involvement, Tools & Strategies	12
Flagship Initiatives: Spanish Retirement Estimator, Online Service Enhancement, and Life Expectancy Calculator	5
Sustainability (formerly Innovation): New Ways of Doing Business, New Tools	9
Help Us Improve this Dialog Site: Tell Us How to Improve this Site	4
Off-Topic	42

IdeaScale: Most Popular Ideas (17 Ideas had 10+ net votes)

Idea	Net Vote
Oppose Spanish Retirement Estimator (Flagship Initiative)	64
Medicare Face to Face at SSA Offices	25
SSA Rep Code of Conduct	23
Favor Online Service Initiative (Flagship Initiative)	21
Telephone Service Improvement	21
On-line Chat with SSA Representatives	17
Use “now-serving” numbers in SSA Offices	16
Improved on-line claims filing/status	15
Review and simplify forms	15

IdeaScale: Least Popular Ideas (Four Ideas had Zero net votes)

Idea	Net Vote
Spanish Retirement Estimator (Flagship Initiative)	-31
Federal Transparency Initiative Workgroups	-5

Open Government/*IdeaScale* Metrics at SSA: Some Observations

- By the numbers, **interest in SSA's Open Government Plan is very low; SEO needed** to help spread the word
- Modifications in Open Government site page navigation **improved conversion substantially**
- **Nearly half of submitted Ideas unrelated** to Open Government Plan:
 - Traditional program complaints & questions (trust funds use; COLA; benefits requirements, etc.);
 - A few personal/Claims issues w/PII were deleted
- Most activity with respect to **opposition to Spanish Retirement Estimator Flagship Initiative**